

EXHIBIT Z

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
TYLER DIVISION

ADVANCEME, INC.,)
)
Plaintiff,)

vs.)

Case 6:05-cv-00424-LED

Civil Action No.

Document 255 Filed 05/09/2007

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RAPIDPAY LLC, BUSINESS)
CAPITAL CORPORATION,)
FIRST FUNDS LLC,)
MERCHANT MONEY TREE,)
INC., REACH FINANCIAL,)
LLC and FAST TRANSACT,)
INC. d/b/a SIMPLE CASH,)
)
Defendants.)

ADVANCEME, INC.,)

Plaintiff,)

vs.)

Civil Action No.

6:06-cv-82-LED

AMERIMERCHANT, LLC,)
)
Defendant.)

Deposition of LEE SUCKOW, taken before
JAIME T. TRAMONTANA, C.S.R., and Notary Public,
pursuant to the Federal Rules of Civil Procedure for
the United States District Courts pertaining to the
taking of depositions, at Suite 1500, 230 West Monroe
Street, in the City of Chicago, Cook County, Illinois
at 9:15 a.m. on the 4th day of October, 2006.

1 transaction again and then they would close it out
2 for the final number.

3 Q And does the --

4 A The number would vary depending on the tip.

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5 Q Does the terminal if -- then transmit that
6 information to Diners Club?

7 A Yes.

8 Q There is not a separate --

9 A No.

10 Q -- piece of equipment --

11 A Same piece of equipment and that's how you
12 get your final bill.

13 Q Okay. After Diners Club approves the
14 transaction, if it is a LeCARD Diners Club card
15 holder that -- that's just made a purchase at the
16 restaurant what -- what does Diners Club do then with
17 the payment amount?

18 A They would credit the -- let's -- can I use
19 an example of a \$100 transaction. If it was \$100 in
20 food and drink and let's make it for simplicity
21 purposes \$8 tax, so the bill would go to -- the
22 charge would go to the customer -- the charge would
23 say \$108 and the customer let's say puts for
24 simplicity purposes \$17 tip on so the total charge

1 they sign for \$125. All right.

2 For the card member what would happen is
3 when they'd get their statement from Diners they
4 would see that it was \$125 charge in let's say Nick's
5 [Case 6:05-cv-00424-LED](#) [Document 255](#) [Filed 05/09/2007](#) [Page 4 of 19](#)
6 Fish Market and right below it on the next line would
7 say LeCARD savings \$25. So the net that they would
8 pay to Diners Club would be \$100.

9 What would happen to the funding side of it
10 is Diners Club would take -- from that \$125 they
11 would take and deduct \$25 off that they gave the card
12 member. Okay? And then they would deposit into our
13 bank account \$92.

14 Q Okay. So they deduct out the \$25 savings and
15 then what accounts for the difference -- that gets me
16 down to \$100. What accounts for the difference
17 between the 100 and the 92?

18 A Diners' normal processing fee was
19 2.9 percent. It could vary. It could be 3.5. I
20 mean it depended on accounts, but just say a
21 2.9 percent fee for the transactions -- like all
22 credit cards charge fees. They're -- they're --
23 they've increased them -- you heard about the big
24 settlement of fees, but right now you look at your
credit card fees are running around -- including

1 or stop and make a copy --

2 A I have -- I have two copies.

3 MS. PRESTON: Can I introduce this as Exhibit 6?

4 (Exhibit 6 marked as requested.)

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6 MS. PRESTON: Q What did Mr. Matz say to you, if
7 you remember, during -- in the phone call that called
8 he made?

9 A They wanted to hire me as an expert witness,
10 and I said at what rate, and they said at your normal
11 rate, and I said that's not your rate, and I said,
12 you know, send me something in writing, and then they
13 sent me this and it was at \$400 an hour and my normal
14 rate is \$1200 an hour so.

15 Q Did you speak with them again after you
16 received the letter?

17 A They called but I did not call back.

18 Q And?

19 A They left a voicemail.

20 Q And I take it that you decided not to pursue
21 that engagement?

22 A No.

23 Q Okay.

24 A That is correct.

Q Did they ever -- Robert Matz or anyone else

1 don't batch out that often.

2 Q Okay. So when --

3 A So when they did the batch out, that is for
4 your batch out date.

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5 Q So a summary of the information from the
6 batch out would be sent from the restaurant to Diners
7 Club?

8 A Electronically.

9 Q Electronically. Okay.

10 A And so they would have this summary so then
11 when the statement would come in they could match it
12 up for your bookkeeping, for audit trail.

13 Q Okay. And then if you go down to the next
14 paragraph the first sentence states, this summary
15 included credit slash charges which could not be
16 processed.

17 A Yes, right, because this is a form letter.
18 You would have rejections from an unauthorized card,
19 it was a bad card or something. This is a form
20 letter and they had all these different reasons --
21 reason number 22 was LeCARD, but there was obviously
22 21 other reasons that you couldn't get paid.

23 Q Okay. What I'm trying to figure out is --

24 A The card member disputed the charge.

1 Q If -- if Diners Club was the company doing
2 the processing of the LeCARD transactions, then why
3 was this form sent telling Chicago Chop House that
4 the \$100 charge couldn't be processed?

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5 A Because we were not so much as a flea on a --
6 flea on a dog's rear to try and get Citibank to
7 change a form. This was a big deal to get 22 on it.
8 If you get them to change that other copy, dream on.
9 They weren't going to have that.

10 Q Okay --

11 A In other words, this form exists today --

12 Q Okay.

13 A -- without reason number 22.

14 Q Okay. So when it says that the summary could
15 not be processed, you're saying that isn't accurate?

16 A No. It's a polite way of saying we're not
17 paying you. That's what -- in essence what it was.

18 Q Okay. And if you go down under the heading
19 explanation of reasons --

20 A Uh-huh.

21 Q -- it says this is a LeCARD charge. LeCARD
22 will settle directly with you. What did it mean when
23 it said LeCARD will settle directly with you?

24 A That's exactly what we did. We gave them

1 80 percent credit items, advertising or cash balance,
2 20 percent tax and tip reimbursement.

3 Q Okay. If you can go to the next page, LC
4 00005? All right. I think you referenced earlier
5 [Case 6:05-cv-00424-LED](#) [Document 255](#) [Filed 05/09/2007](#) [Page 8 of 19](#)
6 that this document would be a document sent directly
7 from Diners Club to their Chicago Chop House, is that
8 correct?

9 A Uh-huh.

10 Q And the second sentence states, their
11 transactions -- must be a misprint, their
12 transactions were not paid by Diners Club and were
13 referred to LeCARD for payment. Okay. When it says
14 transactions were not paid by Diners Club, is that
15 accurate?

16 A Yes.

17 Q Okay. And that's referring to the fact that
18 the transactions were not paid to Chicago Chop House
19 by Diners Club?

20 A That's correct.

21 Q Okay. I'm going to go back to your Exhibit
22 No. 8. This was your secondhand written --

23 MS. PRESTON: I think he has made some
24 alterations on his.

MR. EDELMAN: Q I think you changed that to \$40,

1 A Okay. They're giving you credit and if you
2 pay that bill on time and there are no other charges,
3 the only money that they make on you is that
4 interchange fee that they're charging, the processing
5 fee. [Case 6:05-cv-00424-LED](#) [Document 255](#) [Filed 05/09/2007](#) [Page 9 of 19](#)

6 Q And I'm sorry if I'm being simplistic about
7 this but --

8 A No.

9 Q -- I just want to make it clear on the
10 record. When would in the cycle Diners Club actually
11 see the --

12 A Money?

13 Q -- money?

14 A Depending on -- in -- in theory with that
15 59-day pay, and if this guy did it on his first day
16 of the new cycle, he'd have 30 days until he got sent
17 a bill and then he's have another 59 days so they
18 might not have been paid for 89 days. At a minimum
19 if could have been -- if the guy paid his bill the
20 day he got it and it was the last day of the charge,
21 an invoice went out, it could be as little as a week.

22 Q Okay. So, again, trying to be just
23 simplistic about this, but when Diners Club is
24 send -- when you say is sending the \$73 to

1 Clever Ideas --

2 A They're taking it out of their pocket, their
3 line of credit.

4 Q All right. Now, when did the LeCARD program
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end?

6 A It's a very good question that I can't give
7 you an -- it's sort of did not end like a -- like
8 that. It kind of petered out because Diners Club,
9 what happened is they became a MasterCard -- Citibank
10 flipped them to a MasterCard and they started rolling
11 out cards like about I think January of '05. So you
12 had fewer and fewer -- a Diners Club card now shows
13 up as a MasterCard on your processing statement.

14 Q Does Clever Ideas still have an agreement
15 with Diners Club?

16 A No, that -- we -- we had litigation with them
17 and had a settlement.

18 Q Now currently -- does Clever Ideas provide
19 cash or advertising advances to restaurants?

20 A Yes.

21 Q And how currently does Clever Ideas get paid
22 back? What is the --

23 A We have a variety of methods.

24 Q Okay.

1 A Is that relevant to this case?

2 Q Yes.

3 A Would you explain the relevance?

4 Q I don't think I'm required to --

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5 A I don't think I'm required to answer it now
6 because that is not what this is about.

7 Q Well, does Clever Ideas currently get paid
8 back by taking a fixed percentage of Visa or
9 MasterCard sales?

10 A Yes.

11 Q And when did Clever Ideas start that pay back
12 mechanism?

13 A Maybe '94, '93.

14 Q Clever Ideas -- does Clever Ideas' website
15 currently describe that's one of the pay back
16 mechanisms that Clever Ideas can do?

17 A I think we just talk about -- I don't know if
18 we go into all the different ways. We just say we
19 can custom design programs for you. I can take -- I
20 can receive payment back about five different or six
21 different ways.

22 Q It -- it -- it -- what are the advantages of
23 taking a fixed percentage of the MasterCard sales for
24 Clever Ideas as opposed to doing it the way it was

1 done the LeCARD program?

2 MS. PRESTON: Mike, how is that relevant to what
3 we're talking about --

4 THE WITNESS: It's no different. Answering your
5 [Case 6:05-cv-00424-LED Document 255 Filed 05/09/2007 Page 12 of 19](#)
6 question. It's no different. And the key reason
7 that you take the sales is you take it -- you're in
8 front the money.

9 MR. EDELMAN: Q Right. Well, in the LeCARD
10 program, did Clever Ideas set some sort of small
11 fixed percentage of -- of all the Diners Club sales
12 that would be diverted to pay back advances, or did
13 it just take basically the entire transaction?

14 A Could you restate that, please?

15 Q Well, isn't there a difference between having
16 your advances repaid by basically capturing the
17 entire food and drink portion of a LeCARD charge as
18 opposed to only diverting some small percentage of
19 each LeCARD transaction? There are two different
20 mechanisms?

21 A Well, not really. One is just -- you mean by
22 taking a partial payment? We always took 100 percent
23 of the Diners. We didn't take a portion of the
24 Diner.

Q Right. You took 100 percent of the Diners as

1 opposed to some small fixed percentage, correct?

2 A Right.

3 Q Okay. And are there benefits to taking
4 100 percent as opposed to a small fixed percentage?

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5 A You can only take 100 percent of a small --
6 you can only do Diners and Discover that way. You
7 can't -- you can't take AMEX or MasterCard or Visa.
8 You'd kill them.

9 Q Why -- why's that? Why would you kill them?

10 A There's only so much cash flow you can take
11 from a restaurant. I mean, it's their livelihood.
12 Do you understand?

13 Q Right. And that's why the taking the 100
14 percent was more difficult for the restaurant than
15 taking the small fixed percentage of the credit card
16 sales?

17 A No, the reverse. No. I'm saying Diners --
18 if I took all of somebody's Diners business --

19 Q Right.

20 A -- it might be 3 percent. Rewards Network
21 might take 15 percent of a restaurant's business.
22 That's pushing up there and getting tight on them.

23 Q Well --

24 A It's free cash flow.

1 Q -- what I'm trying to understand is why in
2 the Diners Club program did you basically take --

3 A All of it.

4 Q -- all of it whereas in the Visa or
5 [Case 6:05-cv-00424-LED Document 255 Filed 05/09/2007 Page 14 of 19](#)
6 MasterCard you were taking some small fixed
percentage?

7 MS. PRESTON: Mike, I have to object. That
8 mischaracterizes his testimony. He didn't say he
9 takes the whole transaction amount from Diners
10 Club --

11 THE WITNESS: Yeah, I did. I said I took the
12 whole transaction --

13 MS. PRESTON: Okay.

14 MR. EDELMAN: Q I mean, why was there a
15 different pay back method with those two?

16 A Okay. What part of percentages do you not
17 understand? If I take 100 percent, 3 percent, how
18 much am I taking of a restaurant's volume? Right? I
19 can only take three percent, correct?

20 Q So you're saying because the Visa and
21 MasterCard sales were more prevalent than the Diners
22 Club sales --

23 A And American Express.

24 Q Before you were contacted in this litigation

1 MR. EDELMAN: Q Did --

2 A Now you're asking me to conjecture why he
3 brought it up --

4 Q Well, did you discuss during this
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6 conversation how litigation might effect Clever Ideas
in any way?

7 A (Nodding).

8 Q Is that a no? I'm just following Hillary's
9 appropriate instruction --

10 A No.

11 Q -- because that doesn't show up on the
12 record --

13 A Not that I recall.

14 Q And how many different communications did you
15 have with Mr. Goldin?

16 A I think I told you about a dozen. It really
17 hasn't changed in the last couple of minutes.

18 Q And what did Mr. Goldin tell you during these
19 communications about the litigation?

20 A That they were getting together a group to
21 fight this thing and did I have anything proving
22 weren't you doing this, and I said, yeah. I mean,
23 like how could they get a patent on something I have
24 been doing --

1 Q Okay. But how did you know whether we got a
2 patent on something you were doing if you didn't read
3 the patent?

4 A He told me.
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5 Q Okay. So Mr. Goldin described to you the
6 patented process?

7 A Right.

8 Q Okay. And based on Mr. Goldin's description
9 of the patented process it sounded like something
10 that you would have been doing?

11 A Yeah.

12 Q Did Mr. Goldin offer to send you the patent?

13 A I think he might have.

14 Q He e-mailed you the patent?

15 A No, he might have offered to send it to me,
16 but I had no interest. I don't have a dog in the
17 fight.

18 Q Did -- what else did Mr. Goldin tell you
19 during these dozen communications?

20 A That they were going to get a group of people
21 that were in similar businesses to fight this thing
22 legally and I think he told me that Rapid Pay had
23 gone out of business and he asked if he could get
24 copies of stuff from us, you know, that detailed how

1 long ago we were doing things and I know my assistant
2 provided that to him.

3 Q Okay. And of the documents we marked today
4 are there documents that you provided to Mr. Goldin?
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5 A Yes.

6 Q Do you recall where those documents were
7 found? Were they in a warehouse somewhere?

8 A You would have to ask my assistant that. I
9 don't know if there was a --

10 Q Did Mr. --

11 A We have storage in our building but I
12 don't -- we don't have an off-site warehouse.

13 Q Did Mr. Goldin ask you whether you wanted to
14 join the group of defendants?

15 A Not of the defendants but of the group for
16 like a cooperative of sharing credit information of
17 some of these guys that take money and don't pay and
18 things like that.

19 Q What documents did Mr. Goldin ask you for?
20 Did he give you a description of what he was looking
21 for?

22 A Anything describing that what we were doing,
23 where the revenue was being split, prior to 1996.

24 Q Okay. And did he mean the revenue being

1 split by Clever Ideas or by Diners Club or by --

2 MS. PRESTON: Objection.

3 THE WITNESS: I don't know. He just asked for --
4 I just said here is how we do the business and how we
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have been doing it.

6 MR. EDELMAN: Q What documents did you provide
7 to Mr. Goldin?

8 A None.

9 Q Your assistant provided to Mr. Goldin.

10 A You saw them.

11 Q Were there any documents that --

12 A I don't know. I'm going to answer that
13 question -- that were not shown or presented that I
14 provided? Is that the question?

15 Q Right.

16 A I don't know. Okay. I was out of town.

17 Q How long ago were the documents provided to
18 the defense, do you recall?

19 A No.

20 Q Was it in the spring, in the summer?

21 A It's been a busy year. I really don't know.

22 Q You said you were out of town when the
23 documents were gathered. Can you -- can you peg
24 roughly --

STATE OF ILLINOIS)
COUNTY OF COOK) ss:
)

3 JAIME T. TRAMONTANA being first duly

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5 Shorthand Reporter in Cook County, Illinois, and
6 reporting proceedings in the Courts in said County;

7 That she reported in shorthand and
8 thereafter transcribed the foregoing proceedings;

9 That the within and foregoing transcript
10 is true, accurate and complete and contains all the
11 evidence which was received in the proceedings had
12 upon the above entitled cause.

13

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